



**News & Information**

**FOR IMMEDIATE RELEASE**

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**ESSILOR INVITES ECPS TO CHOOSE THE CLEAR CHOICE PROMOTION**  
*Annual Crizal Promotion to award 150 luxury trips for two to Lisbon*

**DALLAS** – (May 15, 2007) –Essilor of America, Inc. (EOA) announces its annual national promotion for Crizal<sup>®</sup>, this year named *Crizal Clear Choice Promotion*. From May 1 through August 31, all eye care professionals (ECPs) are invited to participate and qualify to win 150 luxury trips for two to Lisbon, Portugal, based on their sales of Crizal, Varilux<sup>®</sup> and DEFINITY<sup>™</sup>.

“Year after year Essilor is proud to offer our ECPs the best promotions in the industry, and the *Crizal Clear Choice Promotion* is just that. This promotion allows us to celebrate the strong relationships and the collaboration we are fortunate to share with our ECPs,” said Carl Bracy, vice president of marketing EOA. “It is also our way of expressing gratitude and appreciation for their loyalty to Essilor and the Crizal, Varilux and DEFINITY brands.”

Grand prize trips for two include airfare, hotel and transfers. Winners will visit Lisbon, Portugal in April 2008 and will experience the beauty and history of the country through various tours and sightseeing excursions. Accommodations at the Four Seasons Hotel Ritz Lisbon, long considered the city’s finest hotel, boast a Zen-design spa and the Varanda Restaurant, overlooking Eduardo VII Park and the hotel’s terraces. Trip recipients can experience Lisbon by foot or by tram – exploring sites including Saint George Castle, Estrela Square and views of the Lisbon and Tagus Rivers. Other local flavor includes wine tours at José Maria da Fonseca Estate, the seaside beauty of Belem, off-road adventures through the Sintra Mountain Range and the preserved medieval town, Óbidos.

This year the *Crizal Clear Choice Promotion* provides ECPs with three ways to win:

- **Grand Prize – 145 trips to Lisbon to the top sellers of Crizal, Varilux and DEFINITY products.** ECPs will earn points for every Crizal, Varilux and DEFINITY order placed during the promotion.
- **Crizal Clear Choice Scratch-off Cards – Exciting prizes.** For every Crizal product sold during the promotion period ECPs will earn a scratch-off card that provides the opportunity to win merchandise.
- **Second Chance Drawing – Five additional grand prize trips.** Every scratch-off card is a potential entry. Winning tickets will be automatically entered into the drawing through the Web site. If a card is not a winner, the ECP can mail it in to be included in the drawing to win one of the five trips.

For more information about the rules, please visit our website at [www.clearchoice2007.com](http://www.clearchoice2007.com).

Crizal products are industry-leading, anti-reflective coatings from Essilor that reduce glare and protect lenses from scratches, smudges, dust and dirt. Four products make up the Crizal family: Crizal, Crizal Alizé<sup>®</sup>, Crizal Alizé with Clear Guard<sup>™</sup> and now Crizal Sun<sup>™</sup> lenses. Crizal Alizé with Clear Guard has unparalleled durability, superior cleanability and smudge resistance that provides wearers the clearest vision possible. With an unmatched hydrophobic coating, Crizal Alizé with Clear Guard allows water and oil to simply roll off, minimizing the need for cleaning. In addition, it has incorporated the same technology used in plasma televisions to add an integrated anti-particulate layer into the AR process. The result is a superior AR coating that stays cleaner, longer than any other AR coating, is easier to clean, and because of less cleaning, the lens is less likely to scratch. With the proprietary Pad Control System<sup>™</sup>, Crizal lenses are also the easiest premium AR to edge.

Essilor is the leading manufacturer of optical lenses in the United States and is the market leader in progressive, high-index and anti-reflective coated lenses. A pioneer in the development and production of ophthalmic lenses, Essilor employs more than 8,500 people throughout North America. Essilor manufactures optical lenses under the Varilux<sup>®</sup>, Crizal<sup>®</sup>, Thin&Lite<sup>®</sup>, DEFINITY<sup>™</sup> and other Essilor brand names. Essilor Laboratories of America (ELOA) is the largest, and most trusted, optical lab network in the U.S. and offers a wide choice of services and lens brands, including Essilor premium lenses, to eye care professionals across the nation. Essilor of America, Inc. (Essilor) is a subsidiary of Paris-based Essilor International, S.A., a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA).

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